

## KESSINGLAND BEACH HOLIDAY PARK RECEIVES A SLICE OF RECORD £140M PARKDEAN RESORTS INVESTMENT PROGRAMME

Parkdean Resorts, the UK's largest holiday park operator, has announced a cash injection of more than £750,000 into [Kessingland Beach](#) Holiday Park as part of its biggest ever investment programme.

[£140 million](#) is being spent nationwide, and the investment in Kessingland Beach will go towards installing park-wide Wi-Fi capability to further improve the guest experience in 2022, as well as a significant contribution to the Benacre and Kessingland Flood Risk Management Project.

Parkdean Resorts welcomed almost 40,000 visitors to Kessingland Beach last year, and with advance bookings at record levels, the award-winning company expects even more holidaymakers for 2022. The park employs more than 150 people in peak season, and is [now hiring for seasonal and full-time roles](#) across sales, food and beverage, and housekeeping.

The investment comes off the back of a record year of customer feedback scores for the industry-leading holiday park operator, and demonstrates Parkdean's commitment to continued improvement. Tens of thousands of customers provided feedback throughout the year, with scores in Quarter 4 2021 peaking across Facebook (4.2 out of 5), Google (4.1), and Tripadvisor (4.0), showing just how happy holidaymakers have been with their visits. The feedback also included record scores for value for money and activities, while 83% of people who visited Parkdean in 2021 said they would be likely to book again.

**Steve Richards, Chief Executive of Parkdean Resorts, said:** "This investment is great news for Suffolk. By investing in our parks, we're not only improving the guest experience, we're also ensuring that holidaymakers keep coming back year after year, spending money in local shops, attractions, pubs and restaurants, and supporting the communities that rely so heavily on tourism. 2021 was a huge year for staycations, and our teams will continue to go above and beyond to deliver phenomenal service to our guests, making sure that 2022 is even better."

Nationwide, the £140m investment includes over 850 new caravans and lodges, new developments at 16 parks, and hundreds of refreshed and upgraded chalets and lodges with a brand new look. 13 parks have received new pitches and developments in 2022, offering a rare opportunity to become a proud holiday home owner in some of Parkdean Resorts' most exclusive settings. £6m has also been spent on connectivity projects, meaning that employee Wi-Fi has now been installed at 65 parks, with direct-to-van Wi-Fi to be available in 50 parks by the end of the year.

More than £13m has been invested in the company's 'Parks of the Future' initiative. Three parks, [Newquay](#) in Cornwall, [Southview](#) in Skegness, and [Naze Marine](#), in Walton-on-the-Naze, Essex, will benefit from a whole host of [exciting new activities](#) and upgraded facilities, as well as upgraded and [brand new accommodation](#) options, while [Trecco Bay](#), Europe's largest holiday park, will be bigger and better than ever after a further round of enhancements. The investment in these sites takes the

total number of 'Parks of the Future' to ten, as Parkdean continues to invest in taking its parks to the next level.

In 2022, Parkdean will continue to roll out its hugely popular brand partnerships, [Bear Grylls' Survival Academy](#), Tots' Breaks, and events and entertainment from [Milkshake and Nickelodeon](#) available at more parks than ever. After successfully launching at Trecco Bay and Camber Sands last year, [Thunderbird Fried Chicken](#) will also wing its way to more parks this year, providing even more great dining options for guests.

Last year, Parkdean Resorts created 2,000 jobs. More than 375 trainees joined on the Government's Kickstart scheme, with 550 more trainees to be recruited this year and given the chance to launch a new career at one of Parkdean's 66 parks across the UK. The company has also partnered with Cranfield University to create a first-of-its-kind Mastering Business Leadership programme, providing elite leadership and management training for future leaders within the business.

Parkdean Resorts has also launched 25 commitments which it will achieve by 2025, across Environment, Society and Governance, including attracting and developing diverse talent, reducing CO2 by 25%, a 75% reduction in waste to landfill, and the publication of an annual report detailing how it will care for its Parks, People and Planet. As part of these commitments, the company is working on creating a blueprint for two Sustainable Parks in Dorset – Warmwell and Sandford, with successful initiatives to be rolled out in future across other parks within its estate.

## **Ends**

### **About Parkdean Resorts:**

Parkdean Resorts is the leading operator of holiday parks in the UK, welcoming in excess of 3.5 million holidaymakers each year. We own and operate 66 award-winning holiday parks, and have an unrepeatable freehold property footprint with 3,500 acres of land including forests, peatbogs, rivers, beaches and headlands in some of the UK's finest beauty spots. We are committed to caring for our people, parks and planet to create a positive environmental impact on nature and resources, and to acting responsibly for the long-term sustainability of our business.

Our 33,000 pitches include a wide range of accommodation options, from static caravans to luxury lodges and glamping, as well as touring and camping pitches. We have 21,000 holiday home owners, and sell over 600,000 holiday packages a year, mainly to families.

Our team's commitment to creating amazing experiences for our holidaymakers has earned us at least one British Travel Award every year since 2010, most recently winning two gold awards for Best UK Family Holiday Company, and Best UK Holiday Parks and Lodges Company at the 2020 Awards. After surveying more than 80,000 holidaymakers in 2021, we recorded our best ever customer feedback scores, of 4.2 out of 5 on Facebook, 4.1 on Google and Reevo, and 4 on Tripadvisor. 83% of people who visited Parkdean in 2021 told us they would be likely to book again.

Parkdean Resorts is committed to caring for its people, parks and planet to create a positive environmental impact on nature and resources, and to acting responsibly for the long-term sustainability of its business. The company

owns over 3,500 acres of land including forests, peatbogs, rivers, beaches and headlands in the UK's beauty spots, and all 66 parks have been recognised in the David Bellamy Awards, receiving either gold, silver or bronze awards.